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JA-ZENCHU  
Central Union of Agricultural Co-operatives

# Co-operatives: Empowering people for sustainable development and zero hunger

Milan, 12 - 14 July 2015

## Speaker Bios

### Day 1 (12 July)

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#### Opening session

Dame Pauline Green, President, International Co-operative Alliance

Dame Pauline Green was elected the first woman President of the International Co-operative Alliance in November 2009. A committed co-operator since her time as a local leader in the Woodcraft Folk, her previous positions include Assistant Parliamentary Secretary of the Co-operative Union between 1984 to 1989, Co-operative Member of the European Parliament from 1989 to 2000, President of the Co-operative Congress in 1997, member of the Co-operative Commission in 2000, and Chief Executive of Co-operatives UK, from 2000 to 2009.

Marco Venturelli, Deputy Secretary General, Confcooperative, Italy

Marco Venturelli has been the Deputy Secretary General of Confcooperative since September 2013, responsible for the Department of Development Policies. His previous positions include Director General of Confcooperative Emilia Romagna (2006-2013), President of Irecoop Emilia Romagna (2006-2014), President of the Fondazione Marri for the Sant'Umiltà schools of Faenza since its founding (2003-2012), Director General of Confcooperative Provincial Union of Ravenna and Director General of SMEs of the Province of Parma. He holds degrees in Statistical and Economic Sciences and in Statistical and Demographic Sciences from the University of Bologna, and a degree in Business Administration from the University of Modena.

Akira Banzai, President, JA-Zenchu, Japan

Mr. Akira Banzai, President of JA-Zenchu, the Central Union of Agricultural Co-operatives in Japan, was elected President of a primary agricultural co-operative called "JA Gosen Yotsuba" in 1998. Just after the co-operative's consolidation with neighboring ones, he became the first President of the consolidated "JA Niigata Mirai" in 2007. After being elected to President of the Niigata Prefectural Union of Agricultural Co-operatives in 2008, he became President of JA-Zenchu in 2011.

#### Keynote speech: Feeding nine billion people while ensuring sustainability

Rodrigo Castañeda, Chief, Partnerships Unit, Office for Partnerships, Advocacy and Capacity Development, Food and Agriculture Organization of the United Nations (FAO)

As Chief of the Partnerships Unit, Rodrigo Castañeda Sepúlveda is responsible for the four units that comprise the partnerships team: civil society; private sector; co-operatives and producer organizations; and academia and research organizations. Since he joined the FAO in 2007, he has been Special Advisor to the Director General on non-state actors, National Coordination Officer for the Brazil Fund in the FAO regional office for Latin America and the Caribbean (RLC), and Advisor to the Cabinet of the Assistant



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Director General in FAO-RLC. Before joining FAO, he worked in Fundación Telefónica in Spain; the Ministry of Planning of the Chilean Government; the Fundación para la Separación de la Pobreza in Chile and did extensive field work in rural development projects through the Programa Servicio País in the Chilean region. His major publications include the co-writing of the Latin America chapter in The Oxford Handbook of Latin American Economics; as well as the following FAO publications: Boom Agrícola y Persistencia de la Pobreza Rural and Sustitución de Importaciones Agrícolas, among others.

### Round-Table 1

#### Agricultural co-operatives: Supporting family farming and rural communities to enhance agricultural production and diversity

Toru Nakaya, Vice-President, JA-Zenchu, Japan

Mr. Toru Nakaya, Vice President of JA-Zenchu, joined a primary agricultural co-operative in his home town as a member of the staff after graduating from the Central Co-operative College. He was promoted to Senior Executive Manager of the co-operative called “JA Kinan”, in 2003 and elected to President of JA Kinan in 2004. After becoming President of Wakayama Prefectural Union of Agricultural Co-operatives in 2012, he was elected to Vice President of JA-Zenchu in 2014.

Márcio Lopes de Freitas, President, Organização das Cooperativas Brasileiras, Brazil

Agricultural producer and co-operative member for over 20 years, Márcio Lopes de Freitas has been president of the Organisation of Brazilian Co-operatives (OCB) and the National Service of Co-operative Learning (Sescoop) since 2001. He is also Vice-President of the Americas region for the International Co-operative Agricultural Organisation (ICAO) and President of the Organisation of the Co-operatives of Portuguese Speaking Countries (OCPLP). He previously served on the board of the Co-operative of Coffee Growers and Ranchers (Cocapec), as president of the Co-operative of Rural Credit (Credicopec) and as head of the Organisation of Co-operatives of the State of Sao Paulo (Ocesp). In his hometown of Patrocinio Paulista, São Paulo, he grows coffee, produces organic vegetable and raises cattle.

Reverend Father George Angala, Chairman, Uganda Cooperative Alliance

The Reverend Father George Angala is the chairman of the board of directors of the Uganda Cooperative Alliance, Ltd, and is Vice-President of the Africa region for the International Co-operative Agricultural Organisation (ICAO). Beyond his work as UCA's chairman, Rev. Fr. Angala mobilises farmers to form primary and secondary co-operatives and helps train co-operative leaders.

Ola Hedstein, Director General, Norwegian Agricultural Cooperatives

Ola Hedstein previously served as CEO of the foundation Matmerk KSL, special advisor to the Norwegian Ministry of Agriculture and Food policy department and quality manager for agricultural co-operative Nortura SA. At Nortura he worked on food and consumer affairs, as well on meat quality. He has a degree in civil agronomy from the Norwegian University of Life Sciences.

Kunio Tokuoka, Executive Chef, Kyotio Kitcho, Japan

Kunio Tokuoka was born in Osaka in 1960 to the grandson of the founder of Kitcho, Teiichi Yuki. After he graduated from high school, he trained as a Buddhist monk. He started his career under Teiichi Yuki at Osaka Kitcho and Tokyo Kitcho. His final training stage was at Kyoto Kitcho Arashiyama under his father Koji Tokuoka. Since 1995, he has served as the head of the kitchen as an executive chef of Kyoto Kitcho Arashiyama. He was invited to the Salone del Gusto in 2004 and 2006 in Torino Italy. In 2005, he participated in Madrid Fusion Spain and in 2009 he demonstrated his cuisine at the World Summit of Gastronomy in Tokyo which was applauded all over the world. His overall passion extends also to agricultural and educational activities. Mr. Tokuoka has been awarded three Michelin stars for Kyoto Kitcho Arashiyama and one star for Hana Kitcho.



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Gianluca Salvatori, CEO, European Research Institute on Cooperative and Social Enterprise (Euricse), Italy

Gianluca Salvatori is Chief Executive Officer of Euricse. He is also the founder of Progetto Manifattura, a company established by the Government of the Trentino Region with the mission of re-developing an industrial site to host an “innovation hub” on green and clean technologies. From 2003-2008 he was the Minister of Planning, Research and Innovation for the Autonomous Province of Trento.

Nora Ourabah Haddad, Coordinator, Cooperatives and Producer Organizations Partnerships, FAO

In 2013, Nora became the coordinator of cooperatives and producer organisations within the division for partnerships, capacity development and advocacy. She is developing several programs based on multi-stakeholder partnerships aimed at developing the capacities of agricultural cooperatives and producer organisations in several countries around the world. Her main areas of expertise are technical support on institution building, organisational analysis and development, as well as awareness raising on the role of producer organisations and co-operatives for food security. Nora first joined FAO in 2010 as rural institutions officer and leader of a team focusing on rural institutions and people’s empowerment. Prior to this, she worked at the International Federation of Agricultural Producers (IFAP) from 2000 to 2010 on policy analysis and formulation related to food security, sustainable agriculture and rural development, as well as on developing the institutional, leadership and knowledge capacity building of agricultural and rural organisations. Nora has also worked for a USDA-funded program, the National Center for Food and Agricultural Policies (NCFAP), focusing on developing a methodology to better understand agricultural trade policy in the Caribbean region and the linkages between the USA and the CARICOM. Nora has a background in economy and holds a degree in Business Administration from the High Business School of Grenoble, France (Ecole Supérieure de Commerce) and a Masters of Business and administration (MBA) in International Management from Laval University in Canada.

Franco Rossi, Board Member, Alpe del Garda, Italy

Franco Rossi is member of a traditional family of dairy farmers on the mountain near the Garda Lake in northern Italy. In 1980 he was one of the founders of the co-operative Alpe del Garda, which works for the conservation and development of agriculture in mountain communities as a valuable instrument for the relaunching and growth of the local economy, all while respecting the natural environment. The co-operative’s main activity is the collection and transformation of milk into typical cheeses. Today, Alpe del Garda has 75 partners and works with 6,500 tonnes of milk per year. Mr Rossi has been a member of the Board since 1980.

## Day 2 (13 July)

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### Opening session

Giorgio Mercuri, President of Fedagri, Confcooperative, Italy

In 2013, Giorgio Mercuri assumed the presidency of Fedagri of Confcooperative, the main organisation representing Italian agro-food co-operation, with 3,500 member co-operatives, 440,000 producers and an annual turnover of 26.6 billion euro. He also serves as Chairman of the Italian Alliance of Agri-food Co-operatives. He has been President of Confcooperative Foggia since 2007, President of agricultural co-operative Giardinetto in Orsara di Puglia (FG) since 1982 and Vice-President of producer organisation Consorzio APO Foggia since 1992. He previously served as Vice-President of Fedagri.



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## Round-Table 2

### Ensuring environmental sustainability in agriculture and food retail

Davide Cozzarolo, Marketing Manager, SIGMA, Italy

Davide Cozzarolo has 20 years of experience in the retail market. Since 2009 he has served as the Director of Sales and Marketing for SIGMA, the Italian Society of Associated Merchant Groups, an important retail member of Confcooperative. In his six years with SIGMA, he has doubled the number of stores in Italy to nearly 2,000, doubled the market share of the brand to 4.5%, launched several new companies within the group (Italcash, ItalyDiscount, ItalyDrugstore, Food Italia Retail) and doubled sales of the private label. He previously held several management positions at METRO Cash & Carry Italy and served as Director of Marketing at MDO, Head of the Business Unit at DiMeglio Supermarkets, Marketing Manager for the Iperal Hypermarkets of Sondrio and Consultant to marketing firm MKTG. He has a degree in Economics and Marketing from the University of Urbino.

Angel Sanchez, General Manager, Conserve Italia

Since 2005, Angel Sanchez has been general manager of Conserve Italia, the leading Italian preserved food company and one of the largest in Europe, with factories in Italy, France and Spain, with a total turnover amounting to about 1000 million euros. Mr Sanchez is also a Vice President of the European Fruit Juice Association (AIJN), and a member of the Executive Board of IBC (Associazione Industrie Beni di Consumo) and of Indicod-ECR. Before joining Conserve Italia, Mr Sanchez worked his way from marketing manager to the general manager position of Juver Alimentación in Spain (before it joined Conserve Italia in 2003) and served as senior manager in Cluster Consulting, a company operating for the development of telecommunication projects in Spain, Belgium, Portugal and Brazil, and as assistant brand manager for Procter & Gamble. A native of Albacete, Spain, Mr Sanchez holds a degree in economics from the University of Murcia in Spain and an MBA from the IESE Business School of the University of Navarra.

Hironobu Shiwachi, Director, Center for International Programs, Tokyo University of Agriculture, Japan

Since April 2012, Dr. Hironobu Shiwachi has been Director of Tokyo University of Agriculture's (TUA) Center for International Programs (CIP). Concurrently, he serves as TUA's Coordinator for the University Consortium (UC). Prior to this role, Dr. Shiwachi was CIP's Deputy Director and affiliated with the Faculty of International Agriculture and Food Studies, Department of International Agricultural Development in TUA. He developed yam and rice production technologies and authored a significant number of journal articles on those topics. Dr. Shiwachi holds a Master's degree and a PhD in Agricultural Sciences from Kagoshima University in Japan.

Tarun Bhargava, Deputy General Manager, Indian Farmers Fertiliser Co-operative Limited (IFFCO), India

As Deputy General Manger (Cooperative Relations) of Indian Farmers Fertiliser Cooperative Ltd. (IFFCO) in New Delhi, India, Tarun Bhargava works with approximately 36,000 member co-operatives in the Indian agricultural sector. A technocrat by profession, Mr Bhargava is a Chemical Engineer with a degree from BITS Pilani, one of the premier engineering institutions in India. During his long career at IFFCO, he has worked in processing plants, manufacturing phosphoric and nitrogenous fertilizers. He has contributed in developing IT-based business solutions for the organisation and has experience in project procurement, import & logistics management and co-operative development. He also regularly represents IFFCO at global events around the world.

Francesco Russo, Social Policies Sector, Coop Italia

Since 1990, Francesco Russo has worked in ANCC-COOP's Social Policies Division, where he coordinates environmental policy and international co-operation activities, coordinates the 'Managing surpluses' Working Group and served on the Board of Directors of Transfair Italia. Some of the achievements of the Social Policies Sector during his tenure include the Coop Italy campaign 'Stop





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pesticide abuse', several EU-funded campaigns on sustainable consumption and production, the 'For a European consumer portal' project in Italy, Spain and Portugal, a Coop information campaign on recycling, a Coop car sharing project, an online 'Save your energy' community, the 'Water of my house' project promoting the benefits of tap water, the first insertion of fair trade products in Coop and several international solidarity projects. A native of Sorrento, he holds a Master's in Business Management.

### Round-Table 3

#### Sustainable production and consumption: Avoiding food issues and food waste in the supply chain

Takeshi Miyaji, Environmental Policy Department, Japanese Consumers' Co-operative Union

Mr Miyaji was seconded to the Department of Environmental Initiatives of JCCU in September 2014. He previously held various positions at Coop Kobe in the welfare business department, the corporate policy office, the environment activities promotion office, resource circulation tasks, the management planning office, the personnel department and in the stores themselves. A native of Osaka, he holds a degree in Agriculture from Kobe University (Farming and Horticulture).

Hüseyin Polat, Senior Adviser, National Cooperative Union of Turkey

After 15 years of service in co-operatives in Turkey, Hüseyin Polat joined the International Labour Organization in 1986 and worked in several Asian countries as a co-operative development expert, project manager and chief technical adviser. In 1991, he began work with the Cooperative Branch of the ILO in Geneva, where he coordinated several co-operative development projects in Asia and Africa and provided technical advice to ILO Member States on co-operatives. Since retiring at the end of 2006, he undertakes short-term missions as a UN/ILO Consultant on co-operative policy, co-operative education and training and project development and evaluation in several Asian and African countries. He also assists the National Cooperative Union of Turkey as a Senior Adviser. Mr Polat studied mathematics in the Middle East Technical University, civil engineering in Ankara Gazi University, labour economics in the Turk-Is Labour Studies Centre and co-operative management and training in the University of Wisconsin in the United Nations. He was awarded professorship by the Anhui Institute of Finance and Trade in 1989 in China while working with the National Cooperative Training Centre as a project manager of the ILO.

Robert van Otterdijk, Agro-Industry Officer, Rural Infrastructure and Industries Division, FAO

Mr Robert van Otterdijk is a food technologist and holds a Master's from the Wageningen Agricultural University in The Netherlands. He worked first in the Dutch food industry in quality assurance and research and development, after which he joined the Food & Agriculture Organization of the UN in 1989, on projects on post-harvest and food technology in Ghana and Tonga. In 1995 he joined a SIDA (Sweden) funded field project in Zambia on the processing and commercialisation of root & tuber crops. When this project was concluded he returned to the private sector – procurement, processing and export of paprika – as quality assurance manager in Lusaka, Zambia. In 2002 he joined the FAO again, as agro-industry officer of the Regional Office for Africa, Accra, Ghana. After six years he moved to FAO Headquarters in Rome in the Agro-Industries Division. His main responsibilities include field projects on agro-industrial development in Africa, as well as headquarters-based programmes on food loss prevention, agro-processing and quality management. He is currently leading FAO's Global Initiative on Food Loss and Waste Reduction under the name of 'Save Food'.

Julien Frémont, Member of the Board, Terrena, France

Julien Frémont is a dairy farmer in the northwest of France. He produces 650 tonnes of milk per year with 65 cows on 115 hectares with an associate. He is one of the 22,000 co-operators of the co-operative Terrena, one of the largest European co-operatives. Member of the milk board, he is particularly involved in environmental issues such as methane and carbon dioxide emissions, since becoming spokesperson for the Terrena partnership with the French Pavilion of the Milan Expo.



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Augusto Renella, Executive Manager, Naturitalia, Italy

Augusto Renella joined the co-operative Naturitalia in 2003 and is responsible for marketing, research and development. As well as managing the innovation projects of the co-operative, in 2015 he was also appointed as Export Manager of the group. Prior to this position, he held a variety of consulting roles in the marketing, agro-industrial and new economy sectors. He has a legal background.

## Day 3 (14 July)

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### Opening session

Rodrigo Gouveia, Director of Policy, International Co-operative Alliance

Rodrigo Gouveia joined the Alliance as the Director of Policy in January 2014. His main role in this position is to represent the Alliance to global institutions such as the G20, United Nations and its specialised agencies. He is also responsible for the coordination of the Alliance's sectoral organisations. Before that he was the Secretary General of Euro Coop for nearly eight years. He also worked for nine years in the consumer co-operative movement in Portugal. Aside from his experience in the co-operative movement Mr Gouveia practised law and was a teacher in the Higher School for Business Sciences in Setubal, Portugal. He holds a degree in Law from the University of Lisbon and postgraduate degrees in Consumer Law and Public Economic Regulation, both from the University of Coimbra.

### Round-Table 4

#### Securing the food supply chain: Innovative practices to link producers and consumers

Seok-ju Kang, Agricultural Adviser, National Agricultural Cooperation Federation, South Korea

Kang Seok-ju joined the International Co-operative Alliance (ICA) as an Agricultural Advisor in February 2014. Prior to this position, Mr. Kang worked as a manager in the International Cooperation Office of the National Agricultural Cooperative Federation of Korea (NACF). As he is a secondee from the NACF, his stay at ICA will last two years from his appointment in 2014. He has a degree in engineering from Seoul National University, Korea.

Lea Rankinen, Vice-President, Corporate Responsibility, SOK Corporation, Finland

Lea works as a Vice President of Corporate Responsibility at SOK. She is responsible for strategic guidance, development and target setting of CSR issues, CSR reporting and communication, co-operation and dialogue with main external stakeholders, especially with various non-governmental organisations, and outlining and surveying sustainability risks and opportunities. She holds a Master's in Environmental Engineering from Aalto University in Finland. You can follow her on Twitter at @LeaRankinen.

Carlo Dellasega, Director General, Federazione Trentina, Italy

Carlo Dellasega has been Director General of the Federazione Trentina since 2004. Prior to this role, Mr Dellasega had a long and successful career in rural banks. From 1999 to 2005 he served as president of Asdir, the Provincial Association of Directors of Co-operative Credit Banks, member of Sinadi (National Union of Credit Union Leaders), member of the Supervisory Board of Mediocredito Trentino Alto-Adige and president of the supervisory board of the company Essedi Business Strategy. He also serves as promoter and vice-president of Fondazione Stava 1985. A native of Castello di Fiemme, Mr Dellasega holds an honors degree in Sociology from the University of Urbino.



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## Round-Table 5

### Ensuring an appropriate policy environment: Trade agreements and the post-2015 development agenda

Salvatore Cicu, Member of European Parliament (IT-EPP), Committee on International Trade

A native of Palermo, Sicily, Mr Cicu studied as a lawyer and started his career in politics in 1994 with the Forza Italia Party. Elected in the Quartu Sant'Elena district from 1994 to 1995, he was first Under Secretary for the Economy Ministry with the first Government of Silvio Berlusconi and later, from 1996 to 2001, re-elected to the Chamber of Deputies as Secretary of the Budget Committee. He also managed the membership of the Forza Italia Party. He was re-elected from 2001 until 2006 and assumed the position of Under Secretary for the Ministry of Defence, achieving the abolition of the mandatory military service and establishing a professional army. He was Vice-President of the Defence Committee of the Chamber of Deputies from 2006-2008, PDL Party Coordinator in the same committee from 2008-2013, and took up the post of Chairman of the Committee on Legislation from 2013-2014. He was elected as Member of European Parliament in 2014.

Axel Pougín de la Maisonneuve, Trade Affairs Manager, Unit D2 for EU/ACP Economic Partnership Agreements, DG Trade, European Commission

Axel Pougín de La Maisonneuve is a Trade Manager at the Directorate General for Trade of the European Commission, working on EU-ACP trade relations and more specifically on relations with South Africa and on the EU-SADC Economic Partnership Agreement. He was posted in the EU Delegation in South Africa between 2006 and 2010, as Head of the Political, Economic and Trade section, where he contributed to the negotiation of the EU-SADC EPA, to the establishment of the EU-Southern African Chamber of Commerce and was a member of the EU negotiating team for the UNFCCC COP17 Durban. Beforehand, he held several postings related to political and development cooperation relations with Africa, Caribbean and Pacific countries in the Directorate General for Development of the Commission, at Headquarters and in Tanzania.

Shigeshi Onishi, Executive Director, JA-Zenchu, Japan

Mr. Shigeshi Onishi, Executive Director of JA-Zenchu, joined JA Zennoh, the National Federation of Agricultural Co-operative Associations, in 1979. He became General Manager of a department of JA Zennoh, which was in charge of marketing agricultural products, in 2009 and became Executive Director of JA-Zenchu in 2011.

Nicola Cesare Baldrighi, President, Milk Sector, Fedagri, Italy

Mr. Baldrighi is President of Fedagri's Milk Sector (since April 2014), President of Afidop (Association of Italian DOP and IGP Cheeses) and President of the Consortium for the Protection of Grana Padano Cheese. He is an industrial dairy farmer and breeder in the Cremona region, and has served as President of the cooperative PLAC (Associated Milk Producers of Cremona) since 2003. PLAC has 100 farmer members and 120 employees, produces 150,000 tonnes of milk and boasts an annual turnover of 80 million euros. It is also the 4<sup>th</sup> biggest national producer of Grana Padano cheese and 3<sup>rd</sup> biggest of Provolone. A native of Grumello, Mr. Baldrighi has a degree in Agricultural Sciences from the Catholic University in Milan.

Jamie Morrison, Senior Economist and Deputy Coordinator of Strategic Objective 4 - Trade and Markets Division, Food & Agriculture Organization of the United Nations

Jamie Morrison is a Senior Economist in the Trade and Markets Division of the Food and Agriculture Organization. He has extensive experience in agricultural and trade policy analysis, focusing on the impacts of policy reforms on poverty and food security, and has been actively engaged in debates related



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to agricultural trade reforms. He is the editor of several recent books including “WTO rules for agriculture compatible with development”, and “Food security in Africa: Market and trade policy for staples foods in Eastern and Southern Africa”. Jamie has a Ph.D. in Agricultural Economics from the University of London and prior to joining FAO in 2004, was Senior Lecturer in Agricultural Economics at Imperial College London.

Pekka Pesonen, Secretary General, Copa-Cogeca

Pekka Pesonen is Secretary General of Copa-Cogeca, an agricultural lobby representing 77 national farm organisations in Europe. He previously worked for the Finnish Ministry of Agriculture and Forestry as state secretary. In addition, Mr. Pesonen has professional experience in EU lobbying and in the Finnish food industry. He is an agricultural economist.

Giuseppe Sala, Commissioner of the Government of Italy for Expo Milano 2015

In January 2009 Giuseppe Sala became Director-General of the Municipality of Milan, and Chief Executive Officer of Expo 2015 in July 2010. Mr Sala had a long career with Pirelli, beginning with a series of positions in the areas of Management Control, Strategic Planning, Investment Evaluation and New Business Initiatives Management, eventually serving as Director of Management Control and Strategic Planning for Pirelli's Tyre Division, then CEO of Pirelli Tyres and finally Senior Vice President of Operations. In 2002 he moved to TIM as Chief Financial Officer, then after a brief stint as Assistant to the President of Telecom Italia the following year, in June he became Director-General of Telecom Italia Wireline. Following the merger of TIM and Telecom Italia merged in 2005, he was named Director-General of the conglomerate. From January 2007 to December 2008 he was President of Medhelan Management & Finance, and Senior Advisor for Nomura. A native of Milan, Mr Sala holds a degree in Economics and Commerce from Bocconi University.